

ORDER



Orders	Order / Rev:	104472	
	Alt Order #:	06833667	
	Product Desc:	HOUSE MAJORITY PAC	
	Estimate:	1428	
	Flight Dates:	09/21/12 - 10/01/12	Primary AE:
	Original Date / Rev:	07/19/12 / 09/10/12	Sales Office:
	Order Type:	GENERAL	Sales Region:

Agency	Name:	Waterfront Strategies	
	Buying Contact:		Billing Type:
	Billing Contact:		Billing Calendar:
		1010 Wisconsin Ave. NW	Billing Cycle:
		Washington, DC 20007	Agency Commission:

Advertiser	Name:	House Majority PAC / Revised	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PLI2	Order Separation:
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:
	Revenue Codes:	POLITICAL/AGY, PISSED, GEN	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals
08/27/12	09/30/12	86	\$52,825.00	\$44,901.25	September 2012
10/01/12	10/01/12	12	\$10,375.00	\$8,818.75	October 2012
					Totals
					98 \$63,200.00 \$53,720.00 0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	31%	\$63,200.00
Market	100%	\$203,870.97

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$53,006.45
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$32,619.35
KTUD	1%	\$2,038.71
KVVU	18%	\$36,696.77
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$16,309.68

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	10/01/12	Wake Up Early w/ Wagners	430a-5a		MTWT--S	:30	1	\$200.001	0.00	NM	2	\$400.00	

COMMENTS APPLY TO SUB LINES A THRU B
WAKE UP EARLY W/THE WAGNERS CNX 1X

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	KSNV	09/18/12	10/01/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	2	\$325.001	0.00	NM		2	\$650.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		2				\$325.00		0.00			
E 13	KSNV	09/18/12	10/01/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	3	\$425.001	0.00	NM		3	\$1,275.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----		0				\$425.00		0.00			
		Week: 09/25/12	10/01/12	MTWTF--		3				\$425.00		0.00			
E 14	KSNV	09/18/12	10/01/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	2	\$325.001	0.00	NM		2	\$650.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----		0				\$325.00		0.00			
		Week: 09/25/12	10/01/12	MTWTF--		2				\$325.00		0.00			
E 15	KSNV	09/18/12	10/01/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	2	\$450.001	0.00	NM		2	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----		0				\$450.00		0.00			
		Week: 09/25/12	10/01/12	MTWTF--		2				\$450.00		0.00			
E 16	KSNV	09/30/12	09/30/12	Chris Matthews 9:30AM SM Chris Matthews SUN 9:30am		9:30a-10a	-----S	:30	1	\$500.001	0.00	NM		1	\$500.00
CHRIS MATTHEWS SHOW CNX 9/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1				\$500.00		0.00			
E 17	KSNV	09/25/12	10/01/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	1	\$600.001	0.00	NM		1	\$600.00
FIRST NEWS 3 AT FOUR CNX 9/18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		1				\$600.00		0.00			
E 18	KSNV	09/18/12	10/01/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	3	\$725.001	0.00	NM		3	\$2,175.00
NEWS 4 AT 430P NO CHANGE SORRY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----		0				\$725.00		0.00			
		Week: 09/25/12	10/01/12	MTWTF--		3				\$725.00		0.00			
E 19	KSNV	09/18/12	10/01/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	3	\$1,200.001	0.00	NM		3	\$3,600.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----		0				\$1,200.00		0.00			
		Week: 09/25/12	10/01/12	MTWTF--		3				\$1,200.00		0.00			
E 20	KSNV	09/22/12	09/29/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.001	0.00	NM		1	\$675.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----		0				\$675.00		0.00			
		Week: 09/24/12	09/30/12	-----S-		1				\$675.00		0.00			
E 21	KSNV	09/18/12	10/01/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	3	\$1,000.001	0.00	NM		2	\$2,000.00
COMMENTS APPLY TO SUB LINES A THRU B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----		0				\$1,000.00		0.00			
		Week: 09/25/12	10/01/12	MTWTF--		2				\$1,000.00		0.00			
E 22	KSNV	09/18/12	10/01/12		CM	7-730pm	MTWTF--	:30	2	\$1,000.001	0.00	NM		2	\$2,000.00

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Wheel																	
M-F Wheel of Fortune																	
WHEEL OF FORTUNE PLEASE AIR ALL SPOTS PRIOR TO 10/1																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	09/18/12	09/24/12			-----		0	\$1,000.00			0.00						
Week:	09/25/12	10/01/12			MTWTF--		2	\$1,000.00			0.00						
E 23	KSNV	09/22/12	09/29/12	Weekend	Jeopardy/WheG&M		630-730pm		-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
WKND Jeop/Wheel																	
JEOPARDY/ WHEEL OF FORTUNE																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	09/17/12	09/23/12			-----		0	\$525.00			0.00						
Week:	09/24/12	09/30/12			-----S-		1	\$525.00			0.00						
E 24	KSNV	10/01/12	10/01/12	Mon PR	8-10p	CM	8-10pm		M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
Monday Prime 8-10pm																	
THE VOICE CNX 9/24																	
THE VOICE																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	10/01/12	10/07/12			M-----		1	\$4,000.00			0.00						
E 25	KSNV	09/30/12	09/30/12	Jeopardy in PRIME		CM	SU 930-10p		-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
Jeopardy in Prime																	
TBD CNX 9/23																	
TBD																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	09/24/12	09/30/12			-----S		1	\$1,200.00			0.00						
E 26	KSNV	09/30/12	09/30/12	LAW & ORDER (synd)	RCM		SU 10-11p		-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
Law & Order (synd) PRIME																	
LAW & ORDER CNX 9/23																	
LAW & ORDER																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	09/24/12	09/30/12			-----S		1	\$1,200.00			0.00						
E 27	KSNV	09/18/12	10/01/12	M-F News 3 at Eleven		CM	11pm-1135pm		MTWTF--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
M-F News 3 at Eleven																	
NEWS 3 NIGHTSIDE																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	09/18/12	09/24/12			-----		0	\$1,200.00			0.00						
		Week:	09/25/12	10/01/12	MTWTF--		1	\$1,200.00			0.00						
E 28	KSNV	09/22/12	09/29/12	Sa-Su News 3 at Eleven	CM		11pm-1135pm		-----S~	:30	1	\$1,100.00	1	0.00	NM	2	\$2,200.00
Sa-Su News 3 at Eleven																	
NEWS 3 NIGHTSIDE																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	09/17/12	09/23/12			-----S-		1	\$1,100.00			0.00						
		Week:	09/24/12	09/30/12	-----S-		1	\$1,100.00			0.00						
E 29	KSNV	09/25/12	10/01/12	Late Night w/Fallon		CM	1237a-136am		MTWTF--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Late Night w/Fallon																	
TONIGHT SHOW W/ JAY LENO CNX 9/18																	
TONIGHT SHOW W/ JAY LENO																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	09/25/12	10/01/12			MTWTF--		1	\$500.00			0.00						
N 30	KSNV	09/29/12	09/29/12	SIGN ON-SIGN OFF		CM	5a-459a (5:00 AM-6:00 AM)		-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
ROS																	
SATURDAY TODAY																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	09/24/12	09/30/12			-----S-		1	\$625.00			0.00						
N 31	KSNV	09/22/12	09/22/12	News 3 Live in Prime		CM	7-10pm		-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
News 3 in Prime																	
SATURDAY TODAY																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	09/17/12	09/23/12			-----S-		1	\$675.00			0.00						
N 32	KSNV	09/22/12	09/22/12	SIGN ON-SIGN OFF		CM	5a-459a (9:00 PM-10:00 PM)		-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
ROS																	
JEOPARDY/ WHEEL OF FORTUNE																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	09/17/12	09/23/12			-----S-		1	\$525.00			0.00						

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 49	KSNV	09/21/12	09/24/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)	M---F--	:30	3	\$725.001	0.00	NM	3	\$2,175.00
NEWS 4 AT 430P FLIGHT DATE CHANGE TO 9/21														
Week:	09/21/12	09/27/12		M---F--					3	\$725.00	0.00			
N 50	KSNV	09/21/12	09/24/12	M-F Early News M-F Early News	CM	5-630p	M---F--	:30	3	\$1,200.001	0.00	NM	3	\$3,600.00
EARLY NEWS FLIGHT CHANGE TO 9/21														
Week:	09/21/12	09/27/12		M---F--					3	\$1,200.00	0.00			
N 51	KSNV	09/21/12	09/24/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M---F--	:30	3	\$1,000.001	0.00	NM	3	\$3,000.00
JEOPARDY FLIGHT CHANGE TO 9/21 START..														
Week:	09/21/12	09/27/12		M---F--					3	\$1,000.00	0.00			
N 52	KSNV	09/21/12	09/24/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M---F--	:30	2	\$1,000.001	0.00	NM	2	\$2,000.00
WHEEL OF FORTUNE FLIGHT CHANGE TO 9/21														
Week:	09/21/12	09/27/12		M---F--					2	\$1,000.00	0.00			
N 53	KSNV	09/21/12	09/24/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M---F--	:30	1	\$1,200.001	0.00	NM	1	\$1,200.00
NEWS 3 NIGHTSIDE FLIGHT CHANGE TO 9/21														
Week:	09/21/12	09/27/12		M---F--					1	\$1,200.00	0.00			

Totals 98 \$63,200.00